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The University of Dayton's Continuing Education Division Announces New Courses Beginning in March

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The University of Dayton's Continuing Education Division has announced for courses beginning in March.

On March 1, and continuing for six weeks, Mr. F. Anthony Macklin of the University of Dayton English Department will conduct a course on "The Film as an Art Form." The course will cover the work of such directors as Josef von Sternberg, Ingmar Bergman, Michelangelo Antonioni, and Vittorio De Seta. Class meeting will be held in the Kennedy Union, Room 311, from 7:30 - 9:30 p.m. each Tuesday.

Mr. Roy G. Ljungren, Dueit Mail Coodinator at NCR will also begin a course on March 1, which will run for seven sessions, each Tuesday from 7:35 - 10:00 p.m. in Kennedy 312.

Mr. Ljungren will teach "Writing Advertising Copy", a short course for sales and advertising personnel who desire to improve their skill in writing selling copy for magazines, direct mail or newspaper advertising. Some of the subjects to be covered:

- What the Copywriter needs to know
- The Major forms of writing
- How to write Headlines
- Layout organization

On Wednesday, March 9, Mr. Ralph Vines of the Yeck & Yeck Advertising Agency, begins the first of eight sessions on "Ideas ---And how to develop your Inventive-Creative Ability." Mr. Vines will cover such areas as:

- How do people get ideas?
- Techniques of creativity
- How can you free yourself to think?
- How to judge your ideas
- Putting ideas to work

The course will be held in the Kennedy Union, room 313, from 7:30 -9:30 p.m.

And finally on March 10, Mrs. Florence Pohler will begin a course "Interior Decorating For Today's Homes". This interesting course is based on some

fundamental principles and facts about decorating that should make the selection of furnishings for the homemaker a little easier. The course will cover:

- Color design in the home
- Principles and elements of interior design
- Draperies and window treatments
- Room arrangement
- Pictures, accessories, lighting

This course will be held each Thursday for eight weeks from 7:30 - 9:30 p.m. in Kennedy, room 310.

These courses are open to all interested persons and no special educational background is required. For further information, contact the Continuing Education Division at University of Dayton.